



WCPO

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## ORDER

Print Date 09/11/12

Page 1 of 4

Flight Dates 10/20/12-11/05/12

Contract / Revision 308054 /

Original Date / Revision  
09/11/12 09/11/12

Advertiser Pillich / Democrat / State Re

Agency Buying Time LLC

Buying Contact

650 Massachusetts Avenue NW - S  
Washington, DC 20001

Product

Connie Pillich for State Representa

Agency Com 15%

Billing Contact

650 Massachusetts Avenue NW - S  
Washington, DC 20001

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2188

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	51	\$32,618.75	\$38,375.00	0.00	10/01/12	10/28/12	51	\$32,618.75	\$38,375.00
November 2012	52	\$34,276.25	\$40,325.00	0.00	10/29/12	11/05/12	52	\$34,276.25	\$40,325.00
Totals	103	\$66,895.00	\$78,700.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	WCPO	10/22/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	11111--	:30	5	\$600.00	P-2	0.00 NM	11	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	11111--		5			\$600.00			0.00		
	Week:	10/29/12	11/04/12	11111--		5			\$600.00			0.00		
	Week:	11/05/12	11/11/12	1-----		1			\$600.00			0.00		
2	WCPO	10/22/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	11111--	:30	5	\$225.00	P-2	0.00 NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	1-1-1--		3			\$225.00			0.00		
	Week:	10/29/12	11/04/12	-1-1---		2			\$225.00			0.00		



WCPO

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Page 2 of 4

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Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Pillich / Democrat / State Rep** Product **Connie Pillich for State Rep** Estimate # **2188**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WCPO	10/22/12	11/05/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	11111--	:30	5	\$225.00	P-2	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$225.00		0.00			
3	WCPO	10/22/12	11/02/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-1---					2	\$600.00		0.00			
Week:		10/29/12	11/04/12	1-1-1--					3	\$600.00		0.00			
4	WCPO	10/22/12	11/05/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	11111--	:30	5	\$250.00	P-2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-1-1--					3	\$250.00		0.00			
Week:		10/29/12	11/04/12	-1-1---					2	\$250.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$250.00		0.00			
5	WCPO	10/23/12	11/02/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-1---					2	\$400.00		0.00			
Week:		10/29/12	11/04/12	1-1-1--					3	\$400.00		0.00			
6	WCPO	10/22/12	11/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	11111--	:30	5	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-1-1--					3	\$750.00		0.00			
Week:		10/29/12	11/04/12	-1-1---					2	\$750.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$750.00		0.00			
7	WCPO	10/23/12	11/02/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-1---					2	\$600.00		0.00			
Week:		10/29/12	11/04/12	1-1-1--					3	\$600.00		0.00			
8	WCPO	10/22/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11111--	:30	5	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-1-1--					3	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	-1-1---					2	\$1,500.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
9	WCPO	10/22/12	11/05/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	11111--	:30	5	\$1,500.00	P-2	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1-1-1--					3	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	-1-11--					3	\$1,500.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
10	WCPO	10/23/12	10/31/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	1111---	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-1---					2	\$1,500.00		0.00			
Week:		10/29/12	11/04/12	1-1----					2	\$1,500.00		0.00			
11	WCPO	10/22/12	11/05/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	11111--	:30	5	\$600.00	P-2	0.00	NM	11	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$600.00		0.00			
Week:		10/29/12	11/04/12	11111--					5	\$600.00		0.00			



WCPO

Print Date: 09/11/12

Page 3 of 4

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Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Pillich / Democrat / State Rep** Product **Connie Pillich for State Rep** Estimate # **2188**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	WCPO	10/22/12	11/05/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	11111--	:30	5	\$600.00	P-2	0.00	NM	11	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$600.00		0.00			
12	WCPO	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$4,500.00		0.00			
13	WCPO	10/23/12	10/23/12	Tuesday Prime B Tuesday Prime B	CM	9-10p	-T-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$4,500.00		0.00			
14	WCPO	10/21/12	11/04/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$400.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$400.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$400.00		0.00			
15	WCPO	10/21/12	11/04/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$375.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$375.00		0.00			
16	WCPO	10/20/12	11/03/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$400.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$400.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$400.00		0.00			
E 17	WCPO	10/20/12	11/03/12	SA 7-730p SA 7-730P	CM	658-730p	-----S-	:30	1	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$500.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$500.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$500.00		0.00			
18	WCPO	10/20/12	11/03/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$375.00	P-2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$375.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$375.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$375.00		0.00			
19	WCPO	10/22/12	11/05/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	11111--	:30	5	\$600.00	P-2	0.00	NM	11	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$600.00		0.00			
Week:		10/29/12	11/04/12	11111--					5	\$600.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$600.00		0.00			
21	WCPO	10/27/12	10/27/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$400.00		0.00			
		10/26/12													
					CM	358-5p			1		P-2	0.00	NM	1	\$1,500.00



Page 4 of 4

<u>Advertiser</u>	<u>Product</u>	<u>Estimate #</u>
Pillich / Democrat / State Rep	Connie Pillich for State Rep	2188

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
22	WCPO	10/23/12		M-F 4-5p Ellen M-F 4-5p Ellen			- TWTF - -	:30		\$1,500.00						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -		1		\$1,500.00		0.00						
23	WCPO	11/04/12	11/04/12	SU 6-7p News SU 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	- - - - - S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S		1		\$1,000.00		0.00						
														<b>Totals</b>	<b>103</b>	<b>\$78,700.00</b>